WHAT IS CLAIMED IS:

1.   A profits give-back device, comprising:

content storing and providing means for storing content with advertisement information created by appending advertisement information supplied by an advertisement client to a content supplied from content supplying means, and for providing said content with advertisement information to said client over a network responding to a demand from a client; and

profits give-back processing means for generating points proportionate to the number of times said content storing and providing means provides said content with advertisement information, and for performing profits give-back processing proportionate to the number of accumulated points to said content supplying means.

2.   The profits give-back device according to claim 1 wherein said profits give-back processing means gives back, as said profits give-back processing, part of advertisement charges obtained. from said advertisement client by subtracting a given amount proportionate to said number of accumulated points from the charge data on connection charges for connecting said content supplying means to said network.

3.   The profits give-back device according to claim 1 wherein said profits give-back processing means gives back, as said

profits give-back processing, part of advertisement charges obtained from said advertisement client by subtracting a given amount proportionate to said number of accumulated points from the charge data on service use charges to services said content supplying means renders to said content storing and providing means.

4.   The profits give-back device according to claim 1 wherein said profits give-back processing means gives, as said profits give-back processing, a right to online shopping for purchasing merchandise proportionate to said number of accumulated points to said content supplying means over said network

5.   The profits give-back device according to claim 1 wherein said profits give-back processing means notifies, as said profits give-back processing, said content supplying means over said network of an amount in cash given back proportionate to said number of accumulated points.

6.   The profits give-back device according to claim 1 wherein said content storing and providing means creates said content with advertisement information by appending said advertisement information to the head portion of said content.

7.   A profit give-back method, comprising the steps of:

storing a content with advertisement information created by appending advertisement information supplied by an advertisement client to a content supplied from content storing and providing means, and providing said content with advertisement information to said client over a network responding to a demand from a client; and

generating points proportionate to the number of times said content storing and providing means provides said content with advertisement information to said client, and performing profits give-back processing proportionate to the number of accumulated points to said content supplying means.

8.   The profits give-back method according to claim 7 wherein said step of performing profits give-back processing comprises giving back, as said profits give-back processing, part of advertisement charges obtained from said advertisement client by subtracting a given amount proportionate to said number of accumulated points from charge data on connection charges for connecting said content supplying means to said network.

9.   The profits give-back method according to claim 7 wherein said step of performing profits give-back processing comprises giving back, as said profits give-back processing, part of advertisement charges obtained from said advertisement client by subtracting a given amount proportionate to said number of

accumulated points from the charge data on service use charges for the services said content supplying means renders to said server means.

10.   The profits give-back method according to claim 7 wherein said step of performing profits give-back processing comprises giving, as said profits give-back processing, a right to online shopping for purchasing merchandise corresponding to said number of accumulated points over said network to said content supplying means,

11.   The profits give-back method according to claim 7 wherein said step of performing profits give-back processing comprises notifying, as said profits give-back processing, said content supplying means over said network of the amount in cash given back proportionate to said number of accumulated points.

12.   The profits give-back method according to claim 7 wherein said step of storing and providing a content comprises creating said content with advertisement information by appending said advertisement information to the head portion of said content.

13.   A program storage medium to let an information processing device perform a program, comprising the steps of:
        storing a content with advertisement information created

by appending advertisement information supplied by a content client to a content supplied from a content storing and providing means, and providing said content with advertisement information to said client over a network responding to a demand from a client, and

generating points proportionate to the number of times said content storing and providing means provides said content with advertisement information to said client, and performing profits give-back processing proportionate to the number of accumulated points to said content supplying means.

14.   The program storage medium according to claim 13 wherein said step of performing profits give-back processing comprises giving back, as said profits give-back processing, part of advertisement charges obtained from said advertisement client is given back by subtracting a given amount proportionate to said number of accumulated points from charge data on connection charges for connecting said content supplying means to said network.

15.   The program storage medium according to claim 13 wherein said step of performing profits give-back processing comprises giving back, as said profits give-back processing, part of advertisement charges obtained from said advertisement client is given back by subtracting a given amount proportionate to said

number of accumulated points from charge data on service use charges for services said content supplying means renders to said server means.

16. The program storage medium according to claim 13 wherein said step of performing profits give-back processing comprises giving, as said profits give-back processing, a right to online shopping for purchasing merchandise proportionate to said number of accumulated points over said network to said content supplying means.

17. The program storage medium according to claim 13 wherein said step of performing profits give-back processing comprises notifying, as said profits give-back processing, said content supplying means over said network of the amount in cash given back proportionate to said number of accumulated points.

18. The program storage medium according to claim 13 wherein said step of storing and providing a content comprises, creating said content with advertisement information by appending said advertisement information to the head portion of said content.

19. A profits give-back system, comprising:
a client asking for a content; and
a content providing device to provide said content

responding to said demand to said client over a network,

wherein said content providing device, comprising:

content storing and providing means for storing a content with advertisement information created by appending advertisement information supplied by an advertisement client to said content supplied from a content supplying means, and for providing said content with advertisement information to said client over said network responding to said demand from said client; and

profits give-back processing means for generating points proportionate to the number of times said content storing and providing means provides said content with advertisement information to said client, and for performing profits give-back processing proportionate to the number of accumulated points to said content providing means.

20.   The profits give-back system according to claim 19 wherein said profits give-back processing means gives back, as said profits give-back processing, part of advertisement charges obtained from said advertisement client by subtracting a given amount proportionate to said number of accumulated points from charge data on connection charges for connecting said content supplying means to said network.

21.   The profits give-back system according to claim 19 wherein said profits give-back processing means gives back, as said

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profits give-back processing, part of advertisement charges obtained from said advertisement client by subtracting a given amount proportionate to said number of accumulated points from charge data on service use charges for the services said content supplying means renders to said content providing means.

22.   The profits give-back system according to claim 19 wherein said profits give-back processing means gives, as said profits give-back processing, a right to online shopping for purchasing merchandise proportionate to said number of accumulated points over said network to said content supplying means.

23.   The profits give-back system according to claim 19 wherein said profits give-back processing means notifies, as said profits give-back processing, said content supplying means over said network of an amount in cash given back proportionate to said number of accumulated points.

24.   The profits give-back system according to claim 19 wherein said content storing and providing means creates said content with advertisement information by appending said advertisement information to the head portion of said content.

25.   A content providing device, comprising:
    content storing and providing means for storing a content

in a given storage area as well as a content with advertisement information created by appending advertisement information to the content, and for providing either said content or said content with advertisement information over a network responding to a demand from a client;

storage means for receiving from the outside and storing content providing condition data preset to provide either said content or said content with advertisement information; and

control means for providing said client with either said content or said content with advertisement information with the use of said content storing and providing means following said content providing condition data.

26.   The content providing device according to claim 25 wherein said storage means receives and retains said content providing condition data from the terminal of a user, set up to provide said content with advertisement information from the screen of said terminal the user uses.

27.   The content providing device according to claim 25 wherein said content with advertisement information is appended to its head portion said advertisement information is appended.

28.   A content providing method, comprising the steps of:
storing a content in a given storage area as well as a

content with advertisement information created by appending advertisement information to said content in said content storing and providing means;

receiving and retaining content providing condition data from the outside, preset to provide either said content or said content with advertisement information;

selecting either said content or said content with advertisement information following said content providing condition data when said demand is received from said client; and

providing said client with either said content or said content with advertisement information selected at said selection step over a network.

29. The content providing method according to claim 28 wherein said step of receiving and retaining content providing condition data comprises receiving and retaining said content providing condition data sent from said terminal, set to provide said content with advertisement information from the screen of said terminal the user uses.

30. The content providing method according to claim 28 wherein said content with advertisement information is appended to its head portion said advertisement information.

31. A program storage medium with which to let a content

providing device execute a program, comprising the steps of:

storing a content in a given storage area as well as a content with advertisement information created by appending advertisement information to said content in said content storing and providing means;

receiving and retaining content providing condition data from the outside, preset to provide either said content or said content with advertisement information;

selecting either said content or said content with advertisement information following said content providing condition data when said demand is received from said client; and

providing said client with either said content or said content with advertisement information selected at said selection step over a network.

32. The program storage medium according to claim 31 wherein said step of receiving and retaining content providing condition data comprises receiving and retaining said content providing condition data sent from the terminal of a user, preset to provide said content with advertisement information from the screen of the terminal the user uses.

33. The program storage medium according to claim 31 wherein said content with advertisement information is appended to its head portion said advertisement information.

34.   A content providing system, comprising:

a client asking for a content to be provided; and

a content providing device to store said content and to
provide said content to said client over a network responding to
said demand from said client,

wherein said content providing device, comprising:

content storing and providing means for storing said
content in a given storage area as well as a content with
advertisement information created by appending advertisement
information to said content, and for providing over said network
either said content or said content with advertisement information
responding to said demand from said client;

storage means for receiving from the outside and storing
content providing condition data preset to provide either said
content or said content with advertisement information; and

control means for providing said client with either said
content or said content with advertisement information when said
demand is received from said client by means of said content
storing and providing means following said content providing
condition data.

35.   The content providing system according to claim 34 wherein
said storage means receives and retains said content providing
condition data from the terminal, preset to provide said content

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with advertisement information from the screen of the terminal the user uses.

36. The content providing system according to claim 34 wherein said content with advertisement information is appended to its head portion said advertisement information.